

## AMENDMENT TO THE CLAIMS

Claims 1-11 (cancelled)

5 12. (Currently Amended) A method of producing a label comprising the steps:

selecting media from a set of media of varying size, said media having a first side  
and a second side;

feeding said media into a printing device;

applying print imaging to a selected one of said first side and said second side;

10 and

applying an adhesive to a selected one of said first side and said second side wherein said  
adhesive is applied as taken from a reel-form stock, said reel-form stock comprising a first  
adhesive, a backing sheet, a second adhesive, and a carrier, A method of producing a label  
according to claim 11 wherein said said applying step further including includes applying said  
15 first adhesive and said first backing sheet to said media and collecting said second adhesive and  
said carrier on a take-up reel of said printing device.

Claim 13 (Cancelled)

20 14. (Currently Amended) A method of producing a label comprising the steps:

selecting media from a set of media of varying size, said media having a first side  
and a second side;

feeding said media into a printing device;

applying print imaging to a selected one of said first side and said second side;

25 and

applying an adhesive to a selected one of said first side and said second side  
wherein said adhesive is applied as taken from a reel-form stock, A method of producing a label  
according to claim 9 wherein said reel-form stock comprises comprising a segmented double-  
30 sided adhesive film.

15. (original) A method of producing a label according to claim 14 wherein said segmented adhesive film is perforated to define said segments.

5 16. (original) A method of producing a label according to claim 14 wherein said adhesive includes complete cuts through said adhesive to define said segments, said segments being carried on a carrier sheet.

Claims 17-25 (Cancelled)

10 26. (Previously Presented) A label-making printer comprising:  
a media feed path and transport mechanism propelling selected media through said printer;  
a printing device adjacent said feed path and applying print imaging to said media; and  
15 an adhesive station applying adhesive to said media, said adhesive station including a reel-form adhesive stock, said adhesive station applying said reel-form stock to said media, said reel-form stock including a first adhesive, a first backing sheet, a second adhesive, and a carrier wherein said adhesive station applies said first adhesive and said first backing sheet to media passing thereby, said second adhesive and said carrier being collected on a take-up reel  
20 of said adhesive station.

Claims 27-30 (Cancelled)

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